

**Liza Robbins**  
Chief Executive,  
Kreston Global



Dear ,

“This is the best conference I’ve ever been to. It’s even better than an EY conference.”

The comment, by one of the delegates to our Madrid conference last week, made me laugh. But the truth is, almost everyone present shared the sentiment. And a week later, I’m still feeling elated from a wonderful experience.

My abiding impression is of our network’s growing confidence. It really felt like an organisation that was stronger than ever before - ambitious, at ease with itself, energetic. On the rise.

First, it was our largest gathering ever. There were 239 delegates, 31 companions and five of us from the central team, which is almost double the 148 people who attended the very successful conference in Delhi several years ago. Post-Covid people wanted to connect, which is what Kreston is all about.

But it was about so much more than numbers.

There was a noticeable presence of new firms - to the point where we couldn’t introduce everyone on stage, but had to hold a “new members trivia” session instead. There were representatives from every continent, although we missed our Chinese colleagues, who could not attend because of a lockdown. And there was a huge range of ages, job titles and seniority.

The mix felt vibrant and interesting.

Then there were the brilliant sessions, which were mostly bedded around our strategic plan and

its themes of purpose and society and focused on helping our members thrive and grow.

Firms explained how their sustainability efforts helped motivate staff, recruit new talent and attract clients. Another group talked about employer branding.

In a particularly memorable session, two future leaders, Emily and Carla, talked about what their generation wants from a career in accountancy. They smashed any stereotypes about younger people being work-shy “flakes”!

It felt like everyone was contributing their experience, insights and energy. Once, Kreston might have been described as a pyramid; here we had concentric circles of talented people at every level, all playing a role in the conference’s success. This makes Kreston strong.

Put all these pieces together, and what you get is a polished, commercially oriented organisation with great programmes - and a human touch. When we set out to take Kreston to the next phase of development a few years ago, some people were worried that the warmth and friendships would disappear. The opposite seems to have happened.

I’ve always been bullish about Kreston’s future, but never more so than at the end of this uplifting conference.

More than that, Madrid gave me renewed energy to deliver for you. I speak to Kreston members every day, but there’s something special about seeing so many of you in person. I truly felt connected, and can’t wait for us to achieve even greater things together in 2023. I hope you feel the same.

Here’s to an increasingly bright Kreston future -

Liza

*PS. If you were at the conference, what were your impressions? Please write back and let me know - I’d love to hear what you thought.*



**Liza Robbins**  
Chief Executive, Kreston Global



Sent to: [\\_t.e.s.t\\_@example.com](mailto:_t.e.s.t_@example.com)  
Kreston Global, 7 Bell Yard, London, WC2A 2JR,  
United Kingdom  
Don't want future emails? [Unsubscribe](#)